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Home Appliance *NewsLine*

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MAJOR APPLIANCE SHIPMENTS STUMBLE IN SEPTEMBER

CHICAGO -- The major home appliance industry shipped over 3.5 million units in September, but failed to surpass the year-ago level, reports the Association of Home Appliance Manufacturers (AHAM).

Shipments of most appliance categories were down for the month, resulting in a 13.1% decline.

September declines were sharpest for two products: room air conditioners (54,100 units), down 68.3% because of mild weather in late summer; and microwave ovens (676,500 units), down 32.6% because of already high ownership levels in U.S. households.

The three products that made shipment gains in September -- gas ranges, freezers, and dehumidifiers -- also increased in year-to-date shipments. Comparing the first nine months to the same period last year, shipments of gas ranges (1.6 million units) increased by 3.3%; freezers (997,600 units), by 4.9%; and dehumidifiers (707,500 units), by 27.0%.

Additionally, nine-month gains were reported for three of the industry's core products, so named because they represent the bulk of major appliance business. Year-to-date shipments of refrigerators (5.6 million units) were up 2.2%; washers (4.8 million units), up 2.9%; and dishwashers (2.7 million units), up 1.3%.

(MORE)

MAJOR APPLIANCE SHIPMENTS STUMBLE ...

Although half the product categories surpassed their 1989 year-to-date levels, total appliance shipments of 35.0 million units were down 5.6%.

According to the industry's latest forecast, (based on August, 1990 company surveys), 1990 total shipments are expected to decline 4.8% to 46.4 million units from 48.7 million units last year. This is a downward adjustment from the previous forecast, which called for a 2.9% decrease in 1990 shipments.

MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS

September, 1990

	SEPTEMBER			CALENDAR YEAR TO DATE			CALENDAR QUARTER		
	1990	1989	% Change	1990	1989	% Change	1990	1989	% Change
ALL MAJOR APPLIANCES**	3,543.3	4,078.1	-13.1%	35,012.8	37,081.4	-5.6%	10,645.1	11,587.9	-8.1%
COOKING - TOTAL	1,105.3	1,429.5	-22.7%	9,477.0	11,336.5	-16.4%	2,969.6	3,811.0	-22.1%
ELECTRIC RANGES - TOTAL	248.5	258.0	-3.7%	2,230.6	2,240.1	-0.4%	743.2	746.6	-0.5%
Free Standing	201.7	203.9	-1.1%	1,759.9	1,767.2	-0.4%	595.7	590.5	0.9%
Built-In	46.9	54.0	-13.1%	470.7	472.9	-0.5%	147.4	156.0	-5.5%
GAS RANGES - TOTAL	190.5	180.7	5.4%	1,605.1	1,554.1	3.3%	525.0	519.8	1.0%
Free Standing	182.6	172.6	5.8%	1,526.3	1,472.6	3.6%	502.8	495.4	1.5%
Built-In	7.9	8.2	-3.7%	78.8	81.5	-3.3%	22.2	24.4	-9.0%
MICROWAVE OVENS/RANGES***	676.5	1,003.7	-32.6%	5,747.3	7,664.4	-25.0%	1,734.6	2,583.7	-32.9%
HOME LAUNDRY - TOTAL	877.4	955.1	-8.1%	8,065.1	8,043.5	0.3%	2,612.2	2,595.2	0.7%
AUTOMATIC WASHERS	518.1	544.6	-4.9%	4,794.5	4,660.6	2.9%	1,550.2	1,503.8	3.1%
DRYERS - TOTAL	359.4	410.5	-12.4%	3,270.6	3,382.9	-3.3%	1,062.0	1,091.5	-2.7%
Electric	275.8	315.9	-12.7%	2,521.2	2,610.9	-3.4%	816.2	842.2	-3.1%
Gas	83.6	94.6	-11.6%	749.4	772.1	-2.9%	245.8	249.3	-1.4%
KITCHEN CLEAN UP - TOTAL	736.1	755.7	-2.6%	6,143.7	6,129.4	0.2%	2,035.8	2,008.7	1.3%
DISPOSERS	419.3	434.3	-3.5%	3,263.5	3,269.3	-0.2%	1,074.1	1,082.4	-0.8%
DISHWASHERS - TOTAL	303.0	303.4	-0.1%	2,736.8	2,701.7	1.3%	922.0	876.5	5.2%
Built-In	284.4	288.0	-1.3%	2,581.0	2,553.8	1.1%	871.6	833.6	4.6%
Portable	18.7	15.4	21.4%	155.8	147.9	5.3%	50.4	42.9	17.5%
COMPACTORS	13.7	18.0	-23.9%	143.4	158.3	-9.4%	39.5	49.8	-20.7%
FOOD PRESERVATION - TOTAL	748.9	747.3	0.2%	6,564.0	6,396.6	2.6%	2,486.2	2,350.4	5.8%
REFRIGERATORS	625.6	626.7	-0.2%	5,566.4	5,445.5	2.2%	2,072.2	1,966.3	5.4%
FREEZERS - TOTAL	123.3	120.6	2.2%	997.6	951.0	4.9%	414.0	384.1	7.8%
Chest	68.5	66.6	2.9%	562.2	529.8	6.1%	236.4	215.6	9.6%
Upright	54.8	53.9	1.7%	435.4	421.2	3.4%	177.6	168.4	5.5%
HOME COMFORT - TOTAL	75.5	190.5	-60.4%	4,763.0	5,175.5	-8.0%	541.4	822.6	-34.2%
ROOM AIR CONDITIONERS	54.1	170.4	-68.3%	4,055.5	4,618.3	-12.2%	395.6	682.4	-42.0%
DEHUMIDIFIERS	21.4	20.1	6.5%	707.5	557.2	27.0%	145.9	140.2	4.1%

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Numbers do not add because of overlapping product categories.
*** Includes microwave ovens and combination microwave ovens/ranges.

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TRENDS AND FORECASTS
INDUSTRY SHIPMENTS OF MAJOR APPLIANCES*, THOUSANDS OF UNITS

PRODUCT	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990**	1991**
Cooking - Total	7,456	8,005	7,303	10,051	13,717	15,635	17,518	17,915	16,237	15,651	14,363	14,018
ELECTRIC RANGES - TOTAL	2,530	2,328	2,036	2,754	3,074	3,142	3,318	3,346	3,202	3,049	3,018	3,015
Free Standing	1,975	1,829	1,619	2,190	2,496	2,568	2,721	2,691	2,566	2,401	2,365	2,365
Built-In	555	498	417	563	577	574	598	655	635	648	653	650
GAS RANGES - TOTAL	1,539	1,496	1,368	1,573	1,732	1,814	1,940	2,143	2,227	2,167	2,171	2,175
Free-Standing#	1,437	1,401	1,289	1,477	1,626	1,694	1,826	2,022	2,101	2,055	2,056	2,064
Built-In#	102	94	79	96	106	120	114	120	127	112	114	111
MICROWAVE OVEN/RANGES	3,608	4,422	4,071	5,933	9,132	10,883	12,444	12,610	10,988	10,598	9,626	8,979
Home Laundry - Total	7,727	7,342	6,746	7,910	8,733	9,192	10,009	10,635	10,791	10,825	10,716	10,668
WASHERS - TOTAL	4,550	4,365	4,019	4,616	5,049	5,279	5,765	5,998	6,190	6,252	6,266	6,210
Automatic	4,426	4,277	3,955	4,546	5,049	5,279	5,765	5,998	6,190	6,252	6,266	6,210
Wringer & Other	124	88	64	69								
DRYERS - TOTAL	3,177	2,977	2,727	3,294	3,684	3,914	4,245	4,637	4,601	4,574	4,450	4,459
Electric	2,494	2,337	2,143	2,622	2,931	3,080	3,309	3,600	3,554	3,522	3,423	3,439
Gas	682	640	584	672	754	834	936	1,037	1,047	1,052	1,028	1,020
Kitchen Clean Up - Total	5,935	5,854	5,098	6,822	7,758	7,858	8,381	8,696	8,383	8,244	7,971	7,976
DISPOSERS	2,962	3,179	2,780	3,544	4,085	4,105	4,269	4,438	4,233	4,363	4,186	4,230
DISHWASHERS - TOTAL	2,738	2,484	2,170	3,121	3,491	3,575	3,918	4,032	3,907	3,668	3,576	3,536
Built-In	2,354	2,193	1,956	2,859	3,245	3,327	3,663	3,763	3,647	3,456	3,371	3,331
Portable	384	291	214	262	246	248	255	269	260	213	206	205
COMPACTORS	235	191	148	157	182	177	194	226	243	213	208	211
Food Preservation - Total	6,875	6,549	5,704	6,818	7,275	7,316	7,733	8,232	8,576	8,317	8,275	8,358
REFRIGERATORS##	5,124	4,944	4,364	5,477	5,994	6,081	6,510	6,972	7,227	7,099	7,050	7,125
FREEZERS - TOTAL	1,751	1,605	1,340	1,341	1,281	1,236	1,222	1,260	1,349	1,219	1,225	1,233
Chest	963	889	726	702	650	634	661	692	727	677	669	680
Upright	789	717	614	639	631	602	561	567	622	541	557	553
Home Comfort - Total	3,876	4,229	3,201	2,439	3,694	3,610	3,371	4,503	5,310	5,696	5,078	4,428
ROOM AIR CONDITIONERS	3,203	3,693	2,761	2,002	3,103	3,022	2,816	3,798	4,637	5,091	4,378	3,763
DEHUMIDIFIERS	673	536	440	437	591	588	555	704	673	605	700	665
All Major Appliances	31,869	31,978	28,051	34,039	41,176	43,611	47,012	49,981	49,297	48,734	46,403	45,447

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Forecasts as of August, 1990
# Drop-in gas range data included in free-standing total for 1978 through 1984; thereafter drop-in gas range data included in built-in total.
Includes units of 6.5 cu. ft. and over.

Total industry shipments may not add due to rounding and overlapping categories

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